

Voice

Voice is static. It's the values and attitude behind our writing that stays consistent, regardless of topic.

▼ T.O.V Guide

Case Study Buddy wants to give off the vibe that **we know we're good, we're confident we can help, and we love sharing** the inner workings and methodology behind every case study we create.

Despite that, **we're never cocky or preachy**. We don't rag on companies making bad case studies (hey, at least they're trying!)—but we might offer constructive feedback or show them how much better their customer success stories could be.

Our content is down-to-earth and personal, but it's always got a point. We don't chinwag unless it benefits the 'big reveal.' We try to take the shortest path to arrive at a takeaway that's useful.

We often bake testimonials and client quotes into our content (our case studies would suck if we didn't!). Also, we've got a **sense of humor**, but we don't go out of our way to be funny (it's not the goal).

The bottom-line: create content that's **trustworthy, clear, and actionable**.

A reader should be able to take our advice and create AMAZING content of their own ... until they realize how much blood, sweat, and tears went into refining our process—that's when they hire us!

